



**Company Overview**  
**June 2020**

**It All Starts...**



**With a Pearl...**



**We are on a mission to rewrite the rules of Saké.  
From how we enjoy it, to when and where we order it.**

**|Mix it, Pair it, Sip it, Share it. The only rule is don't pour your own.|**

**SOGOOD**   
**SAKE**



# Junmai Daiginjo



light & crisp

# Junmai Ginjo



bold & complex




# Saké Is...

Growing steadily (8% CAGR)

International “Discovery” Item

“Low / No” Attributes

Health Halo



# But It's Also...

- Surrounded by Confusion
- Confined to Asian cuisine
- Stigmatized by Sake Bombs

SOGOOD celebrates  
what Saké can be.

The subtle, neutral flavor.  
Smooth, crisp, refreshing  
drinkability. An ABV above  
wine but below spirits.  
The purity of ingredients.  
The easy mornings after.





*How?* Cocktails. Neat. Rocks.  
*When?* Brunch. Dinner. Out.  
*Where?* Sushi. Pizza. Tacos.

Super Premium  
SOGOOD Saké is the most  
**versatile**  
beverage in  
the world.


SOGOOD  
**SAKE**™

Daiginjo

Super premium Saké made from  
grains milled down to the  
A touch of minerality blends  
to create a complex layered


# **SOGOOD** **SAKE**



 **Made in America**


 **Super Premium Varieties**


 **Brewed in Small Batches**

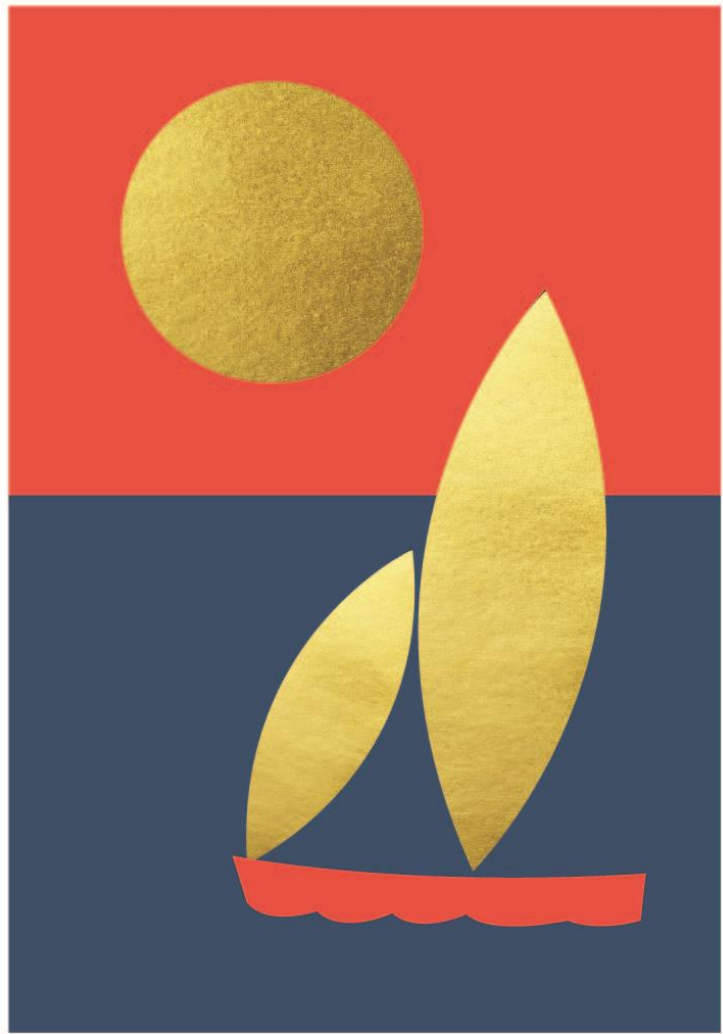
 **Rice Grown 100% in California**

 **Gluten Free**

 **No Additives**

 **No Sulfites**

 **Non-GMO**



**SOGOOD**  
**SAKE.**



**SOGOOD**  
**SAKE.**

**Thank you**

